

# **DRAFT ARTS MASTER PLAN**

August 3, 2006

City of Chula Vista, California



**Stephen C. Padilla, Mayor**

**Patricia E. Chavez, Councilmember**

**John McCann, Councilmember**

**Jerry R. Rindone, Councilmember**

**Steve Castaneda, Councilmember**

**Jim Thomson, Interim City Manager**

Prepared by:

**THE CHULA VISTA OFFICE OF ARTS AND CULTURE**

Consulting services provided by:



**The Arroyo Group with Caryl Levy**

## **ACKNOWLEDGEMENTS**

### **Cultural Arts Commission**

Christopher Redo	Chair
Frances E. Cornell	Vice Chair
Ron Bolles	Commissioner
Sara Deavenport	Commissioner
G. Kerry Knowlton	Commissioner
Susana Liston	Commissioner
Diannah Smith	Commissioner
Tiffany Vinson	Commissioner
Todd Voorhees	Commissioner

### **Chula Vista Office of Arts & Culture**

David J. Palmer, Assistant City Manager, Library Director

Roderick L. Reinhart, Manager, Office of Arts and Culture

### **Citizen's Advisory Committee for the Arts**

Mary Salas	Chair
Willie Blair	Congressman Bob Filner's Office
John Clingan	Chula Vista Boys and Girls Club
Sara Deavenport	California Ballet
Glenda de Vaney	Chula Vista Heritage Museum Society
Del Herbert	Bonita and Chula Vista Art Guilds, Artist
Bonnie Johnston	Arts Educator
Lisa Moctezuma	Third Avenue Village Association
Armando Nuñez	Artist
Susan O'Shaughnessy	Bonitafest Melodrama
Rudy Ramirez	Businessman
John Raue	Sweetwater Union High School District
Christopher Redo	Chula Vista Cultural Arts Commission
Paul Schaeffer	OnStage Playhouse
Diannah Smith	Chula Vista Cultural Arts Commission
David Swift	House of Blues® Concerts
Dwight Sykes	Chula Vista Elementary School District
Pete Tillack	Artist
Lourdes Valdez	Chula Vista Chamber of Commerce
Theresa Wulf	San Diego Junior Theatre

### **City Staff Representatives**

Joe Gamble	General Services Department
Jeri Gulbransen	Chula Vista Library, Heritage Museum
Maria Kachadoorian	Finance Department
Mary Ladiana	Community Development Department
Nancy Lytle	Planning & Building Department
Buck Martin	Recreation Department
Shauna Stokes	Recreation Department
Ric Todd	Office of Arts & Culture

# CONTENTS

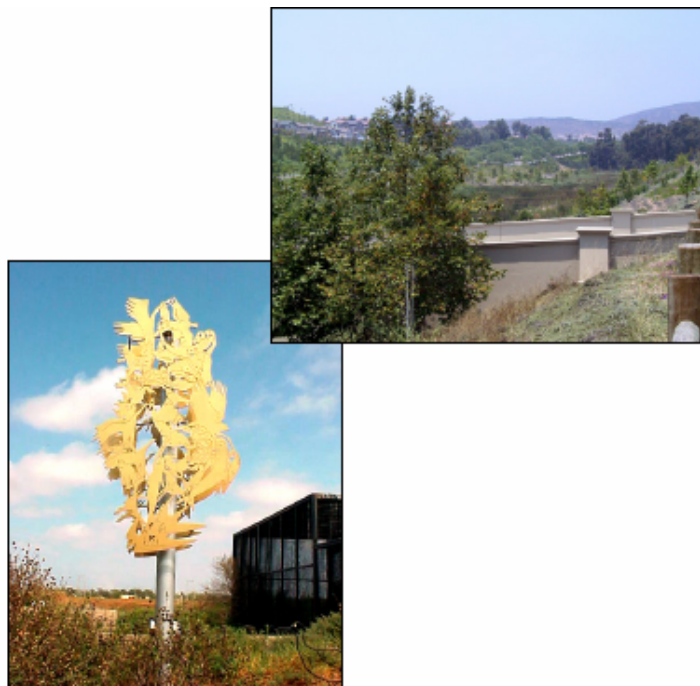
<b>EXECUTIVE SUMMARY .....</b>	<b>5-7</b>
<b>VISION .....</b>	<b>8</b>
<b>GUIDING PRINCIPLES .....</b>	<b>9</b>
<b>PURPOSE &amp; ORGANIZATION OF THE ARTS MASTER PLAN .....</b>	<b>10</b>
<b>1. THE CHULA VISTA SETTING FOR THE ARTS.....</b>	<b>11</b>
Natural Setting .....	12
Historical Setting .....	14-16
Regional Setting.....	18
Developmental Setting.....	20
<b>2. EXISTING VENUES, FACILITIES AND PROGRAMS</b>	
Performing Arts Venues .....	23-26
Visual Arts/Heritage Facilities .....	26-27
Arts Programs .....	27-32
<b>3. COMMUNITY INPUTS</b>	
Insights Regarding the Value of the Arts to the Lives of Individuals and the Community in Chula Vista.....	34-36
Community Observations Regarding Potentials to Expand and Enhance the Arts in Chula Vista .....	37
<b>4. PUBLIC FUNDING &amp; INVESTMENT IN THE ARTS AT THE LOCAL LEVEL IN CALIFORNIA.....</b>	<b>39-40</b>
Impact of Cultural Tourism.....	40
TOT Funding .....	40-41
Cultural Districts.....	41-42
Percent for Art Funding.....	42
Comparison Table of Percent for Art Programs in California Cities .....	43-44
<b>5. RECOMMENDATIONS</b>	
Introduction .....	46
Recommendations .....	47-68

## FIGURES

1 – Natural Setting for the Arts in Chula Vista.....	13
2 – Historical Setting for the Arts in Chula Vista .....	17
3 – Regional Setting for the Arts in Chula Vista .....	19
4 – Developmental Setting for the Arts in Chula Vista .....	21
5 – Existing Visual and Performing Arts Venues, Facilities and Programs in Chula Vista .....	33
6 – Recommended Northwest Area Arts District and Downtown Arts Movement Components .....	52
7 – Recommended Citywide Arts Movement Components.....	61
8 – Existing and Planning Community/Recreation Centers, Libraries and Landmark Parks .....	65
9 – Recommended Neighborhoods and Villages Arts Strategy .....	66
10 – Recommended Additional Citywide Arts Focal Points .....	67

## APPENDICES

Appendix A: Background Information Report for the Chula Vista Arts Master Plan



## EXECUTIVE SUMMARY

The recent update of the City of Chula Vista's General Plan incorporated specific policies and objectives regarding the provision of arts and culture to the Chula Vista community for the first time in the history of the plan. The inclusion of arts and culture represented a watershed moment in the City's history and was perfectly in sync with the widely shared community belief that the arts should be an essential part of Chula Vista, both intrinsically and economically, and that the arts can and do make significant contributions to the quality of life.

The Arts Master Plan process was undertaken with the firm belief that arts and culture can create a more livable city, stimulate the local economy, enhance the urban environment, celebrate the natural environment, engage a wide spectrum of people, and empower neighborhoods. Art has the power to draw the community together, creating opportunities not only for enjoyment and appreciation of beauty, but also for increased dialogue, cross cultural understanding, and intellectual growth.

Chula Vista stands on the verge of realizing several important and community-altering planning projects – renewal of the Urban Core, development of the Bayfront, and development of the University site. Incorporating arts and culture elements into the planning of these major projects is critical for the successful provision of arts and culture to the residents of Chula Vista for many generations to come.

Interviews, focus groups and public meetings revealed the many challenges that currently thwart the ability of the arts to thrive in Chula Vista. Readily identified major challenges included: 1) a lack of performing and visual arts facilities; 2) very limited funding; 3) lack of affordable spaces for artist housing and studios; 4) small number of Chula Vista-based arts groups; 5) lack of coordination of marketing and promotion; and 6) school budget constraints.

Therefore, this Arts Master Plan contains eleven recommendations to address these challenges and thus broaden the contributions of the arts to the people of Chula Vista. The goals are to provide a civic environment where artistic expression and cultural diversity can flourish, where art becomes an essential element in the lives of all Chula Vistans, where the support and encouragement of artists is viewed as critical to the successful development of Chula Vista, and where City leaders philosophically and financially support the development and growth of the City's cultural resources.

The Arts Master Plan's specific recommendations, in Citizens' Advisory Committee-ranked priority, are as follows:

1. Increase funding for the visual and performing arts in Chula Vista
  - a. Establish a Cultural Trust Fund
  - b. Adopt a 2% for Art policy on City Capital Improvement Projects (CIP), specifically above-grade projects of \$250,000 or more within and out of redevelopment areas. Street pavement and sidewalk rehabilitation projects,

curb and gutter installations, and ADA curb ramp installations and modifications should be exempted from this policy, along with those portions of other CIP project budgets that have outside funding sources (e.g. Transportation Sales Taxes, Gas Taxes, etc.) that prohibit use of funds for anything outside of specific project expenses. Revise Redevelopment Agency's current 1% for Art policies to a developer-paid contribution of 2% of construction costs and expand to all redevelopment zones

- c. Adopt a 2% for Art policy on new private, non-residential development building projects with a project valuation of \$250,000 or more
  - d. Address short and long term funding needs through periodic assessment of local arts funding needs; work in conjunction with the City Manager on the development of the biannual Office of Arts and Culture budget; continue and expand collaborations with local and regional businesses, arts groups and schools; and investigate and recommend to Council specific public and private funding methodologies to grow the Cultural Trust Fund
2. Enhance the role of the Cultural Arts Commission
  - a. Oversee implementation of the Arts Master Plan
  - b. More arts inclusive makeup of Commission
  - c. Provide annual report to Council
  - d. Help ensure artists' involvement in building/improvement projects
  - e. More informed about City CIP
  - f. Preserve artists' rights
  - g. Develop a plan for oversight of public art maintenance
  - h. Assist staff in periodic workshops on artwork maintenance
  - i. Oversee five-year public art maintenance surveys
  - j. Oversee periodic renewal of the Arts Master Plan
  - k. Advocate for adequate staffing for Office of Arts and Culture
3. Create a Northwest Area Arts District and enhance existing opportunities
  - a. Prepare a feasibility study for the location and development of a Third Avenue Village Arts Center
  - b. Identify and assist in the development of Artist Activated Spaces within Third Avenue Village
  - c. Identify and reserve space for a Bayfront Arts Center
  - d. Create H Street Arts Promenade
  - e. Renovate Civic Center Library Auditorium
4. Create a Blue Ribbon Task Force to raise major funding for capital needs of new and existing Chula Vista Arts facilities, including the recommended Village Arts Center and Bayfront Arts Center
  - a. Chula Vista Public Library Foundation to serve as fiscal agency
5. Establish Art Nights in Chula Vista

6. Implement a comprehensive arts promotion/marketing program
7. Integrate the visual and performing arts in the planning for the University site
  - a. Possible college of Fine Arts
  - b. Provide performance and exhibition spaces
  - c. Provide cross-cultural visual and performing arts programs
  - d. Link to school districts' visual and performing arts programs
  - e. Involve Office of Arts and Culture and Cultural Arts Commission in concept development phases
8. Create an Arts Movement program
  - a. Create City art gateways at points of connection with regional freeway system and at existing and proposed transit stations
  - b. Create an arts banner program to demarcate arts districts
  - c. Publish arts movement and art walk maps
  - d. Designate an arts shuttle bus for the Northwest Area Arts District
9. Extend the energy of the arts to all Chula Vista neighborhoods and villages and create additional citywide arts focal points
  - a. Expand neighborhood arts programs, events and classes
  - b. Create neighborhood and village arts plans
  - c. Create an artist colony – investigate adaptive reuse of Salt Works industrial area
  - d. Create additional citywide arts focal points at Southwestern College, Olympic Training Center, Eastern Urban Center, Coors Amphitheater, and other locations
10. Expand regional dialogues and programs with San Diego and Baja California
11. Conduct a needs assessment for expansion/relocation of the Chula Vista Heritage Museum

Other sections of the Arts Master Plan include an overview and summary of existing arts venues, programs and facilities, a summary of the community inputs received, and a focused section on how other local governments in California currently provide support for the arts, and the impact of cultural tourism and the rise of the creative class.

As noted in the following Vision section, a creative, committed workforce, and in particular, a thriving community of artists, is increasingly vital to a rich civic and economic life. Artists and other creative workers can make meaningful, unique contributions to Chula Vista in economic, physical and social terms. Investing in the creative sector is smart economics. It is also essential to promoting Chula Vista as a vibrant, progressive international city. Chula Vista's policies, systems and spending priorities should enable artistic talent to flourish for the benefit of the entire community.

## VISION

Arts and Culture should be an integral part of the cultural, economic and aesthetic environment of the Chula Vista community, and should be promoted and coordinated by the City in a manner that creates a favorable climate for artistic development and cultural awareness. An ongoing and strengthened commitment to further develop arts and culture facilities, programs, and activities will greatly enrich the quality of life for all residents, businesses and visitors and provide for accelerated economic development. As noted in the Public Facilities and Services Element of the City's recently adopted General Plan Update, "*The City of Chula Vista recognizes that providing art and culture opportunities....is vital to the well-being of its residents and the overall community.*"

Arts and culture are essential to the continuing growth and development of Chula Vista's residents, economy and quality of life. Chula Vista should be more than a marketplace. It should be an aesthetic and dynamic place where residents and visitors can be emotionally engaged and intellectually stimulated.

Chula Vista's rich ethnic and cultural diversity should be nurtured, celebrated and shared in community centers and cultural experiences. The downtown area should be the cultural heart of Chula Vista – a true center for people of all ages, ethnicities and interests. Downtown should offer a wide variety of cultural choices, including arts organizations, galleries, bookstores, gathering spaces, artist live/work spaces, public art and ample opportunities for social interaction and self-expression. Existing downtown arts and culture groups should be nurtured and sustained as they enrich the lives of Chula Vista's residents and visitors.

The Cultural Arts Commission and the Office of Arts & Culture staff should play a vital role in Chula Vista's cultural scene. They should receive adequate support in order to foster arts and culture programs for the enrichment of the City; support the development of a local arts community; encourage the success of working individual artists and school programs; coordinate and strengthen new and existing arts organizations; develop critical collaborative programs with regional arts groups; encourage programs for cultural exchange and development, and further the image of Chula Vista as an international, progressive City.

A creative, committed workforce, and in particular, a thriving community of artists, is vital to a rich civic life. Artists and other creative workers can make meaningful, unique contributions to Chula Vista in economic, physical and social terms. Investing in the creative sector is smart economics. It is also essential to promoting Chula Vista as a vibrant, progressive city. Chula Vista's policies, systems and spending priorities should enable artistic talent to flourish for the benefit of the entire community.

This Arts Master Plan document is a roadmap for Chula Vista's future, a future where Chula Vista is a place that champions its diverse heritage and embraces and supports the arts.



## **GUIDING PRINCIPLES**

### **The Arts Bring Together Diverse People**

Artistic, cultural educational and humanistic activities are essential aspects of the life of the City. All Chula Vista residents should be provided equal opportunities for access to the arts and the means of cultural expression. Cultural expression provides a bridge of understanding among the City's diverse cultures.

### **Public-Private Cooperation**

Cooperation between the City, artists, cultural organizations, and the private sector is essential to ensuring the well being of the cultural community. The City's primary role is, and should remain, one of "assistance to" rather than "responsibility for" the provision of cultural services.

### **Economic Impact**

A healthy, vibrant cultural environment enhances the economic vitality of the City. The arts are valued as an industry because of their contribution to the City's economy, which encompasses quality of life, economic development, and tourism.

### **Creative Expression**

Creative expression, with the attendant risks of artistic failure, must be protected and allowed to freely flourish at all times.

### **Arts Education is Essential**

The City values arts education as a critical component of learning for all people, both in the classroom and in other educational and cultural settings.

### **Citizen Involvement**

Citizen involvement is an essential component of the City's cultural planning and decision-making processes. The arts are integral to civic dialogue and community building.

## PURPOSE OF THE ARTS MASTER PLAN

The purpose of the Arts Master Plan is to provide recommendations regarding how the City of Chula Vista can increase the contributions of the visual and performing arts to the quality of life of the residents of Chula Vista, build upon and expand existing arts programs, provide appropriate new facilities for the arts, and integrate the arts with the ongoing development and revitalization of the City.

## ORGANIZATION OF THE ARTS MASTER PLAN

The Arts Master Plan is organized into the following sections.

Section 1 – **The Chula Vista Setting for the Arts** – discusses the natural, historical, regional and developmental settings of the City which have influenced the recommendations.

Section 2 – **Existing Venues, Facilities and Programs** – describes the currently existing arts resources, which provide a foundation for the recommendations to increase the presence of the arts in the life of Chula Vista

Section 3 – **Community Inputs** – describes the insights of the community regarding the value of the arts to individuals and the community and the community's observations regarding potentials to expand and invigorate the arts in Chula Vista.

Section 4 – **Public Funding and Investment in the Arts at the Local Level in California** – describes different funding mechanisms and methodologies that have proven to be beneficial to more than 70 California cities and counties.

Section 5 – **Recommendations** – describes a variety of programs, projects and funding means to expand and enrich the visual and performing arts in Chula Vista.

